

What is Claimed Is:

1. A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharge, comprising:

a drive unit which drives the panel with decreasing the drive frequency of the sustain discharge as the display load factor increases,

wherein said drive unit makes correction to change the emission intensity of a fluorescent substance of a predetermined color, so that the ratio of the emission intensity of said fluorescent substance of each color during white display is roughly the same when said display load factor is low and high, depending on a change of the display load factor.

2. A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharge, comprising:

a drive unit which drives the panel with decreasing the drive frequency of the sustain discharge as the display load factor increases,

wherein when the display load factor increases, said drive unit makes correction so that the emission intensity of green is decreased or the emission intensity of blue is increased compared with the case when the display load factor is lower.

3. A plasma display panel which displays colors by exciting

a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharge, comprising:

a drive unit which drives the panel with decreasing the drive frequency of the sustain discharge as the display load factor increases,

wherein when the display load factor decreases, said drive unit makes correction so that the emission intensity of green is increased, or the emission intensity of blue is decreased compared with the case when the display load factor is higher.

4. The plasma display panel according to ~~Claim 2 or Claim 3~~,^{claim 3} wherein said drive unit monitors the power consumption of the panel and corrects said emission intensity of green or blue on the condition that said display load factor increases when said power consumption changes to increase, and said display load factor decreases when said power consumption changes to decrease.

5. The plasma display panel according to ~~Claim 2 or Claim 3~~,^{claim 3} wherein said drive unit monitors the drive frequency of the sustain discharge of the panel, and corrects said emission intensity of green or blue on the condition that said display load factor increases when said drive frequency changes to decrease, and said display load factor decreases when said drive frequency changes to increase.

6. The plasma display panel according to ~~Claim 2 or Claim 3~~,

wherein said drive unit monitors a luminance value and/or display area value of each color to be supplied per predetermined unit time, and corrects said emission intensity of green or blue on the condition that said display load factor increases when the accumulated total of said luminance value and/or display area value per predetermined unit time is higher, and said display load factor decreases when the accumulated total of said luminance value and/or display area value per predetermined unit time is lower.

7. A plasma display panel which display colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharge, wherein a chromaticity coordinate value during white display is roughly constant regardless the display load which depends on the luminance and/or display area of the display image.

8. A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharge, wherein a color temperature value during white display is roughly constant regardless the display load which depends on the luminance and/or display area of the display image.

9. A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharge, wherein the

deviation from the color temperature curve denoted by the black body radiation curve during white display is roughly constant regardless the display load which depends on the luminance and/or display area of the display image.

5

10. A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharge, wherein a chromaticity coordinate value during white display is within $\pm 0.005uv$ of the deviation region from the color temperature curve denoted by the black body radiation curve regardless the display load which depends on the luminance and/or display area of the display image.

10